

**IN THE CLAIMS**

1-32. (Cancelled)

33. (New) A method for delivering product information and obtaining consumer preferences for a product/service category over a communications network from a plurality of consumers, comprising the steps of:

selecting one or more product/service criteria for said product/service category by a consumer and selecting at least one of said product/service criteria selected by said consumer as a ranking parameter by said consumer;

storing said product/service criteria selected by said consumer and said ranking parameter selected by said consumer in said database without storing or maintaining information identifying or specific to said consumer to preserve the privacy of said consumer;

searching a database having product and service information, and connected to said network for products or services in said product/service category based on said product/service criteria selected by said consumer;

displaying a list of products or services satisfying said product/service criteria selected by said consumer on a processing device associated with said consumer, said list being ordered in accordance with said ranking parameter selected by said consumer; and

providing market research data of consumer preferences for said product/service category based on selections made by said plurality of consumers while preserving the privacy of said plurality of consumers.

34. (New) The method of claim 33, wherein the step of searching searches said database for products or services that matches closest to said selected product/service criteria.

35. (New) The method of claim 33, further comprising the step of entering one or more new product/service criteria by said consumer if it is determined that no product or service in said database satisfies said selected product/service criteria; and wherein the step of

searching searches said product database for products or services in said product/service category based on said new product/service criteria.

36. (New) The method of claim 33, further comprising the steps of:
- selecting one or more products or services from said list by said consumer;
  - retrieving product/service information for said selected products or services from said database;
  - displaying product/service information of said selected products or services on said processing device; and
  - storing said selected products or services in said database as market research data of consumer preferences while preserving the privacy of said consumer.
37. (New) The method of claim 33, wherein the step of selecting one or more product/service criteria includes the steps of:
- displaying a list of product/service criteria for selection by said consumer; and
  - selecting a range for each product/service criteria selected by said consumer.
38. (New) The method of claim 36, wherein the step of displaying product/service information includes the steps of:
- displaying said selected products or services on said processing device; and
  - controlling the display of said selected products or services by said consumer to enable said consumer to virtually investigate or examine said selected product or services.
39. (New) The method of claim 36, wherein the step of displaying product/service information includes the steps of:
- generating a virtual representation of said consumer in accordance with information received about the physical characteristics of said consumer;
  - displaying said selected products along with said virtual representation of said consumer to provide virtual display of said selected products; and

controlling said virtual display by said consumer to enable said consumer to virtually investigate and test the fit of said selected products using said virtual representation of said consumer.

40. (New) The method of claim 33, further comprising the steps of:

selecting additional product/service criteria by said consumer;  
searching said database for products or services in said product/service category based on said selected product/service criteria and said additional product/service criteria;  
displaying a list of products or services related to said selected product/service criteria and said additional product/service criteria on said processing device, said list being ordered in accordance with said ranking parameter; and  
storing said additional criteria in said databases as market research data of consumer preferences while preserving the privacy of said consumer.

41. (New) The method of claim 33, wherein said database includes advertisements and further comprising the step of:

selecting an advertisement from said database in accordance with said selected product/service criteria; and  
displaying said advertisement along with said list on said processing device.

42. (New) The method of claim 41, wherein said database comprises a product database having product/service information, a marketing database having consumer preferences, and an advertisement database having advertisements; and wherein the step of searching searches said product database for products or services in said product/service category based on said selected product/service criteria; wherein the step of storing stores said selected product/service criteria and said ranking parameter in said marketing database as market research data of consumer preferences while preserving the privacy of said plurality of consumers; and wherein the step of selecting the advertisement selects advertisement from said advertisement database in accordance with said selected product/service criteria.

43. (New) The method of claim 33, further comprising the step of generating a report indicating a consumer trend from said market research data of consumer preferences in said database for a product/service category selected by an operator.
44. (New) A method for targeting advertisement over a communications network, comprising the steps of:
- selecting one or more product/service criteria for a product/service category by a consumer and selecting at least one of said product/service criteria selected by said consumer as a ranking parameter by said consumer;
  - storing said product/service criteria selected by said consumer and said ranking parameter selected by said consumer without storing or maintaining information identifying or specific to said consumer to preserve the privacy of said consumer;
  - searching a product database having product and service information, and connected to said network for products or services in said product/service category based on said product/service criteria selected by said consumer and an advertisement database connected to said network for one or more advertisement based on said product/service criteria selected by said consumer;
  - displaying said advertisement and a list of products or services satisfying said product/service criteria selected by said consumer on a processing device associated with said consumer, said list being ordered in accordance with said ranking parameter selected by said consumer; and
  - providing market research data of consumer preferences for said product/service category based on selections made by said plurality of consumers while preserving the privacy of said plurality of consumer.
45. (New) A computer readable medium comprising code for delivering product information and obtaining consumer preferences for a product/service category over a communications network from a plurality of consumers, said code comprising instructions for:

selecting one or more product/service criteria for said product/service category by a consumer and selecting at least one of said product/service criteria selected by said consumer as a ranking parameter by said consumer;

storing said product/service criteria selected by said consumer and said ranking parameter selected by said consumer in said database without storing or maintaining information identifying or specific to said consumer to preserve the privacy of said consumer;

searching a database having product and service information, and connected to said network for products or services in said product/service category based on said product/service criteria selected by said consumer;

displaying a list of products or services satisfying said product/service criteria selected by said consumer on a processing device associated with said consumer, said list being ordered in accordance with said ranking parameter selected by said consumer; and

providing market research data of consumer preferences for said product/service category based on selections made by said plurality of consumers while preserving the privacy of said plurality of consumers.

46. (New) The computer readable medium of claim 45, wherein said code further comprises instructions for searching said database for products or services that matches closest to said selected product/service criteria.

47. (New) The computer readable medium of claim 45, wherein said code further comprises instructions for:

entering one or more new product/service criteria by said consumer if it is determined that no product or service in said database satisfies said selected product/service criteria; and

searching said product database for products or services in said product/service category based on said new product/service criteria.

48. (New) The computer readable medium of claim 45, wherein said code further comprises instructions for:
- selecting one or more products or services from said list by said consumer;
  - retrieving product/service information for said selected products or services from said database;
  - displaying product/service information of said selected products or services on said processing device; and
  - storing said selected products or services in said database as market research data of consumer preferences while preserving the privacy of said consumer.
49. (New) The computer readable medium of claim 45, wherein said code further comprises instructions for:
- displaying a list of product/service criteria for selection by said consumer; and
  - selecting a range for each product/service criteria selected by said consumer.
50. (New) The computer readable medium of claim 48, wherein said code further comprises instructions for:
- displaying said selected products or services on said processing device; and
  - controlling the display of said selected products or services by said consumer to enable said consumer to virtually investigate or examine said selected products or services.
51. (New) The computer readable medium of claim 48, wherein said code further comprises instructions for:
- generating a virtual representation of said consumer in accordance with information received about the physical characteristics of said consumer;
  - displaying said selected products or services along with said virtual representation of said consumer to provide virtual display of said selected products; and

controlling said virtual display by said consumer to enable said consumer to virtually investigate and test the fit of said selected products using said virtual representation of said consumer.

52. (New) The computer readable medium of claim 45, wherein said code further comprises instructions for:

selecting additional product/service criteria by said consumer;

searching said database for products or services in said product/service category based on said selected product/service criteria and said additional product/service criteria;

displaying a list of products or services related to said selected product/service criteria and said additional product/service criteria on said processing device, said list being ordered in accordance with said ranking parameter; and

storing said additional criteria in said databases as market research data of consumer preferences while preserving the privacy of said consumer.

53. (New) The computer readable medium of claim 45, wherein said database includes advertisements and wherein said code further comprises instructions for:

selecting an advertisement from said database in accordance with said selected product/service criteria; and

displaying said advertisement along with said list on said processing device.

54. (New) The computer readable medium of claim 45, wherein said code further comprises instruction for generating a report indicating a consumer trend from said market research data of consumer preferences in said database for a product/service category selected by an operator.

55. (New) A computer readable medium comprising code for targeting advertisement over a communications network, said code comprising instructions for:

selecting one or more product/service criteria for a product/service category by a consumer and selecting at least one of said product/service criteria selected by said consumer as a ranking parameter by said consumer;

storing said product/service criteria selected by said consumer and said ranking parameter selected by said consumer without storing or maintaining information identifying or specific to said consumer to preserve the privacy of said consumer;

searching a product database having product and service information, and connected to said network for products or services in said product/service category based on said product/service criteria selected by said consumer and an advertisement database connected to said network for one or more advertisement based on said product/service criteria selected by said consumer;

displaying said advertisement and a list of products or services satisfying said product/service criteria selected by said consumer on a processing device associated with said consumer, said list being ordered in accordance with said ranking parameter selected by said consumer; and

providing market research data of consumer preferences for said product/service category based on selections made by said plurality of consumers while preserving the privacy of said plurality of consumers.